



WFLX

## ORDER

Print Date 10/23/12 Page 1 of 3

Flight Dates 10/25/12-10/30/12

Contract / Revision 840179 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser West, Allen/R/US House 18

Agency Strategic Media Svcs

Buying Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

## Product

West for Congress Add

Agency Com 15%

Billing Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

## Estimate #

Alt Order # 06393607

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P 2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$4,815.25	\$5,665.00	0.00	10/01/12	10/28/12	20	\$4,815.25	\$5,665.00
November 2012	14	\$4,547.50	\$5,350.00	0.00	10/29/12	10/30/12	14	\$4,547.50	\$5,350.00
Totals	34	\$9,362.75	\$11,015.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/25/12	10/26/12	RAYMOND RAYMOND	Comm	6-630P	---TF--	:30	3	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		3				\$100.00		0.00			
E 2	WFLX	10/29/12	10/30/12	RAYMOND RAYMOND	Comm	6-630P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$100.00		0.00			
E 3	WFLX	10/25/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	---TF--	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00



WFLX

Print Date: 10/23/12

Page 2 of 3

Contract / Revision

840179

Flight Dates 10/25/12-10/30/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser West, Allen/R/US House 18 Product West for Congress Add

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/25/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	---TF--	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$100.00		0.00			
E 4	WFLX	10/29/12	10/30/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$100.00		0.00			
E 5	WFLX	10/25/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	---TF--	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$100.00		0.00			
E 6	WFLX	10/29/12	10/30/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$100.00		0.00			
E 7	WFLX	10/27/12	10/27/12	College Pregame - Afrm COLLEGE PREGAME - A	Comm	230PM-330PM	-----1-	:30	1	\$130.00	P 2	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$130.00		0.00			
E 8	WFLX	10/27/12	10/27/12	College Football Afrms COLLEGE FOOTBALL AI	Comm	3PM-630PM	-----1-	:30	1	\$280.00	P 2	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$280.00		0.00			
E 9	WFLX	10/25/12	10/26/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	---TF--	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$100.00		0.00			
E 10	WFLX	10/29/12	10/30/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$100.00		0.00			
E 11	WFLX	10/25/12	10/26/12	EXTRA EXTRA	Comm	430-5P	---TF--	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$100.00		0.00			
E 12	WFLX	10/29/12	10/30/12	EXTRA EXTRA	Comm	430-5P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$100.00		0.00			
E 13	WFLX	10/27/12	10/27/12	World Series on Fox MLB WORLD SERIES	Comm	730P-CC	-----1-	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$1,425.00		0.00			
E 14	WFLX	10/29/12	10/29/12	World Series on Fox MLB WORLD SERIES	Comm	730P-CC	1-----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$1,425.00		0.00			
E 15	WFLX	10/30/12	10/30/12	TUE 8-830P RAISING HOPE	Comm	8-830P	-1-----	:30	1	\$975.00	P 2	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$975.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	10/30/12	10/30/12	TUE 8-830P RAISING HOPE	Comm	8-830P	-1-----	:30	1	\$975.00	P 2	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-1-----		1		\$975.00		0.00					
E 16	WFLX	10/26/12	10/26/12	Fri Hour 2 FRINGE	Comm	9-10P	----2--	:30	2	\$570.00	P 2	0.00	NM	2	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	----2--		2		\$570.00		0.00					
E 17	WFLX	10/29/12	10/29/12	World Series on Fox MLB WORLD SERIES	Comm	730P-CC	1-----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	1-----		1		\$1,425.00		0.00					
E 18	WFLX	10/25/12	10/28/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	---TF-S	:30	3	\$525.00	P 2	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---TF-S		3		\$525.00		0.00					
E 19	WFLX	10/29/12	10/29/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	1-----		1		\$525.00		0.00					
E 20	WFLX	10/26/12	10/26/12	TEN O'CLOCK NEWS DE TEN O'CLOCK NEWS DE	Comm	1-2A	----F--	:30	1	\$15.00	P 2	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	----F--		1		\$15.00		0.00					
Totals														34	\$11,015.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

Check applicable box:



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX, West Palm Beach FL

Date:

10.24

I, Lara Marcello

am on behalf of Allen West, a legally

qualified candidate of the Republican political

party for the office of: US Congress

in the General

election to be held on: 11/6/12

I hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WFLX # 840259</u>		<u>12767-</u>		
	<u># 840179</u>		<u>9362.75</u>		
	<u># 838697</u>		<u>16141.50</u>		

Total Charges:

38271.25 net

If programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below.

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1022, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rate, and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/31/12  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

John Hestman  
Printed Name

GM  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Lara Marsh  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement,



☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

Lara Marsh

printed name

7/31/12

date



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE:** 6/5/12

<b>BUYER:</b>	Lara Marcello
<b>AGENCY:</b>	Strategic Media Services
<b>ADDRESS:</b>	3299 K St. NW Suite 200 Washington DC 20007
<b>PHONE #:</b>	202 337 5700
<b>FAX #:</b>	202 337 8484
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Allen West for Congress 2012
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	PO Box 1108 Stuart, FL 34995
<b>PHONE #:</b>	772 600 7123
<b>FAX #:</b>	877 906 2010
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Allen West
<b>OFFICE:</b>	Congress
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	